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U. S. DEPARTMENT OF AGRICULTURE

CAMPAIGNS REPORT NO. 39

January 5, 1944

PRODUCTION GOALS CAMPAIGN

Subject	Assigned	Status
144 goals drawing for American Bankers Association bulletin.	Beckman, AAA	Delivered
Background memo on Pork Production for Radio Service.	Emerson, AAA	Out
Dairy Feed Payment release	Hill, AAA	Out
Work on Farm and Home Hour broadcast on "Fruits"	Stewart, AAA	In preparation
Preliminary work on WNU piece on Economical Feeding.	Stewart, AAA	In preparation
Story on National Agricultural Conservation Practices.	Thompson, AAA	In clearance
Three feature stories for Western Newspaper Union on food production subjects.	M. Beckman, AAA	Completed
Feature article for BANKING Magazine.	M. Beckman, AAA	In preparation
Limestone grits for poultry (oystershell shortage)	Burch, ARA	In preparation
Winter treatment of sheep with phenothiazine	Burch, ARA	In preparation
New way to apply hormones on plant blossoms produces seedless tomatoes	BPISAE	In clearance
RADIO		
Beef cattle in world food picture	Burch, ARA	In clearance
Poultry improvement in U. S. (for OWI South African service)	Burch, ARA	In clearance
Developing improved fine-wool sheep (for OWI South African service)	Burch, ARA	In preparation
The stablefly as a pest in the U. S. (for OWI South African service)	BE&PQ	Recorded 1/5
Control of the corn earworm (for OWI South African service)	BE&PQ	Recorded 1/5

Subject	Assigned	Status
<u>Farm Flashes:</u>		
Logging Truck Warning	Rowe, FS	Cleared
More Soys in '44	AAA	Cleared
More Eggs from Farm Hens	Reynolds, OI	Cleared
Cotton Situation Report	Briggs, FDA	In preparation
Egg Support	Briggs, FDA	In preparation

PA and INS:

Winter Vegetables	Burns, FDA	Cleared
Farming for Victory	Spence, AAA	Cleared

Network Broadcasts:

Jan. 12, Blue, Farm and Home	Zahniser, BPI	In preparation
"Know Your War Crops -- Fruits"		
Howard Zahniser, BPI		

POST-WAR PLANNING CAMPAIGN

Farm and Home Hour:

Post-War Agriculture Series #5	E. Corwin, SCS	Completed
"Saving Land Resources"		
(H. Bennett, SCS)		

Jan. 14, Blue		
Tenure Problems During Demobilization"	Harris, BAE	In preparation
(Post-War Agriculture #6)		
Marshall Harris, BAE		

Food Information Series Fact Sheets

Farm Income and Demand for Farm Products	H. Goding, FSA	In clearance
Rural-Urban Community Planning	Reynolds, OI	In preparation
How to Select a Farm (A Guide for Farm Boys in Service)	Larson, BAE	In preparation
Post-War Problems for Agriculture	M. Milleson, BAE	In preparation
Post-War Requirements for Forest Products	Parkinson, FS	In preparation
Forestry and Post-War Jobs	Parkinson, FS	In preparation
Farm Settlement Opportunities (a series)	Larson, BAE	In preparation
Need for More Public Forests	Parkinson, FS	In preparation
Public Works on Forest Land	Parkinson, FS	In preparation

Subject	Assigned	Status
Local Opportunities for New Forest Industries	Parkinson, FS	In preparation
How to Make Forest Land Produce	Parkinson, FS	In preparation
Post-War Objectives for Agriculture	G. Rowe, OI	Out
Rural Health and Sanitation (series)	Dr. Romer, FSA	Planned
Security for Rural People	Dr. C. Taylor, BAE	In preparation

RATIONING AND PRICE CONTROL CAMPAIGN

Consumers' Guide — article on volunteer work on War Price and Rationing Boards	Carter, FDA	In clearance
War Letter for Agriculture	Charles, OI	Completed
<u>Price Reduced on Shoes with Outer-soles of Substitute Materials</u>		
<u>Dollars-and-cents Prices on Onion Sets</u>		
<u>Sweet Potato Prices Frozen</u>		
<u>OPA Meeting on Hog Price Ceilings</u>		
Radio Round-Up on Food	Hoffman, FDA	In clearance
<u>Repeat Performance</u> (second spare stamp validated for Pork)		
Fashions in Rations - Servel network show	Hemphill, OI	Completed
<u>New Ration Stamps - Brown and Green</u>		
<u>Demand and Price Situation</u>	BAE	Completed
Homemakers' Chats	Overby, OI	Completed
<u>Vitamins in Point-Free Grapefruit Juice</u>		
Ads for Rural Press (OWI)	OPA	Being prepared
<u>Corn Ceilings</u>		
<u>Stop Meat Black Markets</u>		
Series of four display designs on "Share and Play Square" phase of FFF	OPA	Being prepared

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Web harness in place of leather	F.E. Charles	In clearance
Immersion and tubular type farm milk cooler units to be rationed ...	"	"

Subject	Assigned	Status
Shortage of new wood containers	F.E. Charles	Released USDA 1379-44
Farm equipment in '44 for Ag. Situation	Meeker	In preparation
Farm supplies statement for Ext. Directors	F. E. Charles	In preparation
Container "shortie" for Food Info Series	Heckman	In preparation
<u>Network Broadcasts:</u>		
Know your war crops No. 4 — Wood	Bond	Completed
Wood container shortage (Jan. 5)	Paalen	Completed

HOME FOOD PRESERVATION CAMPAIGN

Press

Information on canning supplies and safety in canning to American Cookery for article on community canning	Davis	Completed
Radio—Farm and Home Hour, Blue Network	DuMars	Dec. 31
USDA Bulletin Board--how to buy steam pressure canners.	Van Deman	

NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN

Use of plentiful foods folder for local Nutrition Committees.	Stimpson	In clearance
Material for Monthly Series on industrial Nutrition for INSTITUTIONS.	Perry	Finished
Fact handbook on industrial feeding for Media writers.	Graetzer, OWI	In preparation
Industrial feeding outlook for 1944 food supply angle for labor press.	Perry	Finished
Outside demands on our food supply for THE LEATHERNECK .	Spalding	In preparation
How shortage areas are handled story to MacLaughlin of NEW YORK TIMES.	Nichols	Out

Subject	Assigned	Status
<u>Homemakers Chat:</u>		
Citrus in Season	Burns	Finished
Better Breakfast	Wharton, OI	In clearance
Q&A--Raw Vegetables	Overby, OI	In preparation
Grapefruit Vitamins	Overby, OI	In preparation
 Federal Food Reporters:		
Vitamins A and C 1944		
Vegetable Theme Song	Rogers	Finished
Enter - The Strawberry	Campbell	Finished
 INS: Eggs Like Gold From American Farms	 Burns	 Finished
 <u>VITAMINS FOR VICTORY:</u>		
The Lunch Box Stanby	Hoffman	Finished
Protein Pointers	Hoffman	Finished
Point Value Bargains	Hoffman	Finished
Food Saving Equipment	Burns	Finished
Is Your Jam in a Jam	Burns	Finished
Raisin Reasoning	Burns	Finished
 January 15 - Consumer Time "Citrus Fruits"	 Dickey, FDA	 January 15
 January 11, Blue, Farm and Home "Nutrition and Home Science in 1943" Dr. Hazel K. Stiebeling, BHN&HE	 Van Deman, BHE	 In preparation
 Farm and Home Hour, Blue Network At the ring of the school lunch bell	 Van Deman Gordon	 January 3
 Nutrition and Home Science Good Dishes for Good Lunches--for Food and Home Notes	 Stiebeling Davis	 January 1
 Quick and Easy Soups--for Food and Home Notes	 Davis	 In preparation
 Soya pictures and recipes--to Soybean Digest.	 Davis	 Completed
 Soya in Restaurant Meals--article for American Restaurant Magazine	 Kirkpatrick Davis	 In progress

Subject	Assigned	Status
<u>FARM LABOR CAMPAIGN</u>		
PUBLICATIONS, LEAFLETS, ETC.		
Printed version of Women Farm Workers	Roach	In preparation
	Hancock	
Printed version of VFV on Farm Front	Ingwalson	In preparation
	Blaine	
Farm Labor Needs in 1944	Hancock	In preparation
Farm Labor Employee Numbers by Months for 1943, Revised	Hancock	In preparation
Women's Land Army of the U.S. Crop Corps - suggested leaflet for use of members of General Federation of Women's Clubs	F. Hall	In preparation
Statement on U.S. Crop Corps, presenting general problem, results in 1943, needs for 1944. For distribution by OWI to teachers, youth, and women's magazines	Fulghum	In preparation
PRESS		
1943 Round-up - 1943 accomplishments in farm labor program for distribution to papers	Hancock	In preparation
POSTERS		
VFV Sign-up poster for use in recruiting centers.	Hancock	In preparation
VFV recruitment poster - portraying dignity and importance of farm work.	Hancock	In preparation
<u>MISCELLANEOUS</u>		
Homemakers' Chats:		
Food to Travel Overseas	Burns, FDA	In preparation
PA and INS:		
Feeding Puerto Rico	Burns, FDA	In preparation
<u>NETWORK BROADCASTS:</u>		
Jan. 8, CBS, "Fashions in Rations"	Burns, FDA	
Dr. Norman Gold, FDA		
"1944 Food Allocations"		
Jan. 10, Blue, Farm and Home Hour		
"United Nations Look to the Food Future"		
Gove Hambidge, ARA and Wallace Kadderly	Hambidge, ARA	In preparation
Jan. 8, CBS, Country Journal		
"What's Ahead in the Food Supply Picture"		
Roy Hendrickson, FDA Director	Molohon, FDA	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Jan. 5, CBS, Home Service Daily "Food Allocations" Walter M. Kiplinger, FDA	Lee, CBS	Done
Jan. 12, CBS, Home Service Daily "American Food in England" Dr. Dewey Termohlen, FDA	Lee, CBS	In preparation

